

IN THE CLAIMS

Please amend the claims as follows:

1-36. (Canceled)

37. (Currently Amended): An apparatus comprising:

first receiving means for receiving from a personal computer via internet, user content data ~~self-distributed~~ transmitted therefrom ~~by a user of the personal computer~~, and predetermined information~~[[,]]~~ transmitted separately ~~separate from the~~ user content data, including at least category information defining a genre of the user content data;

second receiving means for receiving a request from one or more user locations for selected content data, the request including information specifying content data to be transmitted;

managing means for referring to on-demand schedule control information based on the information specifying content data to be transmitted and retrieving the selected content data;

transmission means for transmitting, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand schedule control information; and

means for changing the information defining genre of the user content data transmitted by the personal computer to a different genre, ~~through~~ by providing the personal computer with a graphical user interface after receiving the predetermined information.

38. (Currently Amended): The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to include advertising data with the selected content data.

39. (Currently Amended): The apparatus according to claim 37, wherein the request from the one or more user locations includes an indication to exclude advertising data from the selected content data.

40. (Currently Amended): The apparatus according to claim 37, further comprising:  
calculating means for calculating an amount of money to be earned by for the user of the personal computer for self-distributing the user content data by:

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer to the Internet and the application service provider storing the user content data,

retrieving data representing a number of times the user content data was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the user content data was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the user content data was accessed by users of the application service provider from the service user charges.

41-47. (Canceled).

48. (Currently Amended): A method comprising:  
receiving from a personal computer via internet, user content data self-distributed transmitted by a user of the personal computer therefrom, and predetermined

information[[,]] transmitted separately ~~separate~~ from the user content data, including at least category information defining a genre of the user content data;

receiving a request from one or more user locations for selected content data, the request including information specifying content data to be transmitted;

referring to on-demand schedule control information based on the information specifying content data to be transmitted and retrieving the selected content data;

transmitting, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand schedule control information; and

changing the information defining genre of the user content data transmitted by the personal computer to a different genre, ~~through~~ by providing the personal computer with a graphical user interface after receiving the predetermined information.

49. (Currently Amended): The method according to claim 48, wherein the request from the one or more user locations includes an indication to include ~~indicating inclusion of~~ advertising data with the selected content data.

50. (Currently Amended): The method according to claim 48, wherein the request from the one or more user locations includes an indication to exclude ~~indicating exclusion of~~ advertising data from the selected content data.

51. (Currently Amended): The method according to claim 48, further comprising:  
calculating an amount of money to be earned ~~by the user of the personal computer for self-distributing for the~~ user content data, including sub-steps of:

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer to the Internet and the application service provider storing the user content data,

retrieving data representing a number of times the user content data was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the user content data was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the user content data was accessed by users of the application service provider from the service user charges.

52-58 (Canceled).

59. (Currently Amended): A computer readable storage medium encoded with instructions, which when executed by a computer causes the computer to implement a method comprising:

receiving from a personal computer via internet, user content data self-distributed~~transmitted~~ by a user of the personal computer ~~therefrom~~, and predetermined information~~[[,]]~~ ~~transmitted separately-separate~~ from the user content data, including at least category information defining a genre of the user content data;

receiving a request from one or more user locations for selected content data, the request including information specifying content data to be transmitted;

referring to on-demand schedule control information based on the information specifying content data to be transmitted and retrieving the selected content data;

transmitting, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand schedule control information; and

changing the information defining genre of the user content data transmitted by the personal computer to a different genre, ~~through~~ by providing the personal computer with a graphical user interface after receiving the predetermined information.

60. (Currently Amended): The computer readable storage medium according to claim 59, wherein the request from the one or more user locations includes an indication to include advertising data with the selected content data.

61. (Currently Amended): The computer readable storage medium according to claim 59, wherein the request from the one or more user locations includes an indication to exclude advertising data from the selected content data.

62. (Currently Amended): The computer readable storage medium according to claim 59, wherein the method further comprises:

calculating an amount of money to be earned by ~~the user of the personal computer for self-distributing~~ for the user content data, including sub-steps of:

adding a connection fee of an Internet service provider and a service fee of an application service provider to determine a service user charges, the Internet service provider connecting the personal computer to the Internet and the application service provider storing the user content data,

retrieving data representing a number of times the user content data was accessed by users of the application service provider,

determining an amount of money that corresponds to the number of times the user content data was accessed by users of the application service provider, and

subtracting the amount of money that corresponds to the number of times the user content data was accessed by users of the application service provider from the service user charges.

63-96 (Canceled).

97. (Currently Amended): An apparatus comprising:

a receiving unit configured to receive from a personal computer via internet, user content data self-distributed transmitted by a user of the personal computer therefrom, and predetermined information [[,]] transmitted separately ~~separate~~ from the user content data transmitted by the user of the personal computer, including at least category information defining a genre of the user content data;

the receiving unit being configured to receive a request from one or more user locations for selected content data, the request including information for specifying content data to be transmitted;

a managing unit configured to refer to on-demand schedule control information based on the information for specifying content data to be transmitted;

a transmission unit configured to transmit, via a network, the selected content data to one or more user locations along with a commercial selected in accordance with the on-demand schedule control information; and

a modification unit configured to change the information indicating genre of the user content data transmitted by the personal computer to a different genre, ~~through~~ by providing the personal computer with a graphical user interface after receiving the predetermined information.

98. (Currently Amended): The apparatus of Claim 37, further comprising:  
  
a registering means for receiving information regarding the user of the personal computer,  
  
wherein the registering means creates a user information database table based on the information regarding the user of the personal computer, matches a URL to a user ID of the user of the personal computer, stores the matching URL and the user ID of the user of the personal computer in the user information database table, stores data representing a number of times the user content data was accessed by users of the application service provider, stores a connection fee of an Internet service provider and a service fee of an application service provider, the Internet service provider connecting the personal computer to the Internet and the application service provider storing the user content data, supplies the personal computer with automatic upload software programmed to automatically connect to the URL matching the user ID and to store the user content data in an exclusive memory area in a server oriented to the URL.

99. (Currently Amended): The apparatus of claim 37, wherein the predetermined information includes data, provided from the personal computer, that indicates whether the commercial will be reproduced in conjunction with reproduction of the user content data.

100. (Currently Amended): The method of claim 48, wherein the predetermined information includes data, provided from the personal computer, that indicates whether the commercial will be reproduced in conjunction with reproduction of the user content data.

101. (Currently Amended): The computer readable storage medium of claim 59, wherein the predetermined information includes data, provided from the personal computer, that

indicates whether the commercial will be reproduced in conjunction with reproduction of the user content data.

102. (Currently Amended): The apparatus of claim 97, wherein the predetermined information includes data, provided from the personal computer, that indicates whether the commercial will be reproduced in conjunction with reproduction of the user content data.

103. (Currently Amended): The apparatus of claim 37, further comprising:  
linking means for linking the user content data to a web page of a commercial sponsoring company in order to have the commercial reproduced in conjunction with the user content data.

104. (Currently Amended): The method of claim 48, further comprising:  
linking the user content data to a web page of a commercial sponsoring company in order to have the commercial reproduced in conjunction with the user content data.

105. (Currently Amended): The computer readable storage medium of claim 59, wherein the method further comprises:  
linking the user content data to a web page of a commercial sponsoring company in order to have the commercial reproduced in conjunction with the user content data.

106. (Currently Amended): The apparatus of claim 97, further comprising:  
a linking unit configured to link the user content data to a web page of a commercial sponsoring company in order to have the commercial reproduced in conjunction with the user content data.